

Subject: Woodstock Parks and Receptions Communications and Marketing Plan

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City of Woodstock
Parks and Recreation Department

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Executive Summary

Why a communication and marketing plan?

Strong communication and marketing is vital to the success of programs, facilities, and events provided by parks and recreation agencies. The City of Woodstock Parks and Recreation Department puts forth a great degree of effort in planning and carrying out its programs, facilities, and events. However, it is not enough to offer inviting, attractive, and entertaining services without having a way to inform the public of these services. Creating and maintaining a set of standards to be used by the department for these purposes is necessary in order to promote community awareness of the department's well thought out and specialized programs, facilities, and events.

The main goals of the City of Woodstock Parks and Recreation Department Communication and Marketing Plan are to find innovative ways to:

- a) Encourage current users/participants to engage in more frequent use/attendance of existing programs, facilities, and events;
- b) Attract new users/participants to engage in use/attendance of existing programs, facilities, and events;
- c) Differentiate City of Woodstock Parks and Recreation programs, facilities, and events from those of other agencies by instituting a recognizable product that expresses the unique characteristics and quality of the Department's services.



Department Mission Statement

"The Woodstock Parks and Recreation Department is dedicated to being the leader in providing exceptional leisure opportunities through the usage of Parks, Greenways, Trails, and other Recreational facilities that will enhance our quality of life while promoting a healthy lifestyle for all participants and citizens within our community."

Department Vision Statement

"The City of Woodstock Parks and Recreation Department is a leader in providing quality facilities, programs, and services to our residents. Excellent customer service is provided through well maintained facilities and highly trained and motivated staff. The programs and services offered by this Department reflect the needs and wants of our residents."

Department Analysis

Strengths:

- Educated, well-trained staff
- Sound inter-departmental communication and collaboration
- Strong/diverse special events calendar
- Robust and well maintained facilities, parks, and trails system

Weaknesses:

- Marketing to a broader pool (outside of special events)
- Obtaining citizen feedback at a statistically significant level
- Drawing in new visitors/users to programs, facilities, and events

Opportunities:

- Improve the quality of the parks and services offered
- Increase available programs and activities
- Stay on top of current recreation trends
- Partner with more organizations, schools, non-profits...

Threats:

- Funding/budget cuts
- Citizen disapproval of spending during current economic downturn
- Weather related damage to facilities thereby costing the department unforeseen resources including time and money

This SWOT Analysis has provided a spectrum of internal and external factors that have a real impact on the Department's current state. The weaknesses mentioned coincide with the necessity of a set plan to strive for even better communication and marketing to the public on the Department's offerings.

Community Study

Knowing who the target audience is for our events, activities, programs, facilities, and other services allows the Department to tailor a marketing approach in order to reach all intended users/guests. The first step in doing so is undertaking a comprehensive community study in order to determine the demographics of the City's residents.

Demographics

- The City's population has more than doubled in the past decade from 10,050 in 2000 to 23,896 in 2010; resulting in an effective population growth increase of 137.8%, and the population is expected to continue to grow in the coming years.
- There are currently 9,580 households within the City.
- Census data reveals that Woodstock's population is spread out over all age groups. 28.3% of the population are under the age of 20, 34.2% range from age 20 to 39, 24.7% from 40 to 59, and 12.8% who were 60 years of age or older.
- The vast majority of the population is Caucasian, but the City strives to incorporate the needs of all its residents including any and all minority groups. The racial makeup of the city is 79.3% White, 10.2% African American, 0.2% Native American, 4.5% Asian, 2.7% other races, and 3.1% from two or more races. Hispanic or Latino of any race totaled 9.7% of the population.
- In 2009 the median income for a household in Woodstock was \$61,648, and the median income for a family was calculated at \$74,758. The median per capita income for Woodstock residents was \$29,190.
- A majority of the City's revenue comes from sales taxes and ad valorem taxes.

With such a rapid increase in population it is essential that the Department maintain a facility with a large enough capacity to host its events. In an effort to accommodate the number of participants who attend special events the City Council has approved the plans for expansion of The Park at City Center including the construction of a brand new amphitheater.

The age distribution of Woodstock's residents presents the Department with the opportunity to offer programs, events, and facilities which accommodate all age groups. The Department offers an array of services for seniors, adults, and kids alike.

Media Communication and Public Information

The City of Woodstock Parks and Recreation Department is committed to providing all concerned parties, i.e. residents, the Mayor, City Council, local businesses, and the media, of programs, existing and future facilities, events, services, recognitions, and other activities

concerning the Department. The Department makes all attempts to ensure that information regarding these matters is provided in a timely, precise, and impartial manner with equal access to all interested parties.

The Department welcomes inquiries by the local media in their pursuit of a story on a Department program, facility, or event. In an effort to provide accurate information all inquiries should be directed to the Parks and Recreation Director or, if authorized, the appropriate Division Coordinator. This procedure is not to restrict the media's access in any way, but to ensure that the information supplied coincides with the most current Department or City policy available.

In pursuit of providing timely and accurate publicity of approaching programs, activities, tournaments, and special events several different media will be employed to distribute detailed information regarding the happening. It will be the responsibility of the Division Coordinator and his/her staff to determine the most appropriate means of communication and marketing as well as how often the information should be disseminated. In addition they are responsible for determining who the target audience is for the specific program, activity, or event, and how to best reach this particular audience. All determinations should be made by use of applicable marketing research and with any current budget restraints in mind.

In order to determine the effectiveness of the communication and marketing choices made a program evaluation or survey and analysis should be done following each major event. Responses will also help determine customer satisfaction and efficiency of the program, activity, or event itself.

Event Sponsorship

In an effort to promote events and programs offered by the City of Woodstock Parks and Recreation Department we work together with local businesses in a mutually beneficial capacity. Sponsorships aid the City in the ability to continue to offer high quality services to its citizen's while simultaneously offering local establishments a unique marketing opportunity. Maintaining an ongoing relationship with current sponsors and drawing in new financial support is vital to the success of the Department, and several strategies are utilized in order to do so. Prior to major

events the Department solicits sponsors by mail, press release, and word of mouth. As a means of thanking sponsors company logos and insignia are always displayed prominently on event flyers and banners which also attracts other businesses to inquire about the opportunity to sponsor future events and programs.

2K11 THE 14TH ANNUAL WOODSTOCK SUMMER CONCERT SERIES
 PRESENTED BY CITY OF WOODSTOCK & NORTHSIDE HOSPITAL - CHEROKEE

05.14.11 EDWIN MCGAIN

06.11.11 LOGASH COWBOYS

07.09.11 MIDNIGHT STAR

08.13.11 WET WILLIE

09.10.11 THE RETURN

ALL CONCERTS AT THE PARK AT CITY CENTER AT 7:30 P.M.
 FAMILY FUN AND FREE ADMISSION

Sponsors: City of Woodstock, Northside Hospital Cherokee, Colby Family Chiropractic, Harry Norman, LGE Community Credit Union, Walmart, Microtel, Dentistry, Gas South, and others.

13th Annual WOODSTOCK SUMMER CONCERT SERIES 2010
 PRESENTED BY THE CITY OF WOODSTOCK & NORTHSIDE HOSPITAL - CHEROKEE

05.08.10 SISTER HAZEL with MEMORY DEAN

06.12.10 GREAT AMERICAN ROCK & ROLL REVIVAL

07.10.10 ATLANTA RHYTHM SECTION with 3 HUMP WUMP

08.21.10 CHUCK WICKS with WHISKEY ROSE BAND

09.18.10 THE SWINGIN MEDALLIONS

Concerts Start at 7:30 p.m.
 Woodstock City Park

Presented through the generosity of the following sponsors:

Sponsors: Northside Hospital Cherokee, LGE Community Credit Union, Walmart, Harry Norman, Gas South, and others.

Call Woodstock Parks & Recreation for more information 770-517-6788
www.WoodstockConcertSeries.com

Enjoy LIFE in Woodstock.

Special Events Promotion

The Department attempts to utilize several forms of media in order to ensure equity in advertising all events. The following is a list of currently used approaches:

- Department and City Websites:
<http://www.woodstockga.gov/>
<http://www.woodstockparksandrec.com/>
<http://www.woodstockconcertseries.com/>

- Newsletters made available on location and on the City's website:
William G. Long Senior Center Newsletter, Towne Hall News (also distributed to residents via monthly water bill)
- Annual calendar of events made available at all events, City Hall, William G. Long Senior Center, Dean's Store (City of Woodstock welcome center), kiosk at the Park at City Center
- Social media: Facebook, Foursquare and Twitter
- E-mail blasts put out by the City Clerk and the Downtown Development Authority
- Event posters placed strategically throughout the City and at Department facilities, parks, and grounds
- Flashing road sign displayed close to City Park during the days prior to the event.
- Flyers available to take from facility front offices and other locations throughout the City
- Brochures: promotion for Magnolia Hall as a special event/wedding facility
- Banners and signage placed along Main Street and other high traffic locations in the City
- Press releases
- Radio: Advertisements made on local radio stations (101.5 and 106.7). Stations also advertise the events on their websites, online broadcast streaming ads, and on-site as remote broadcasts live from the event.
- Newspaper: Advertisements placed in local newspapers and community magazines (i.e. Cherokee Tribune, Cherokee Ledger, Around Town), local paper also does a write-up of the event as means of promotion for future events.
- Promotional items made available prior to and at events including t-shirts and pins
- Bridal Expo: Special marketing event for Magnolia Hall and other wedding vendors held at Magnolia Hall



Goals and Objectives

In an attempt to promote other features of the Department as well as those of the Special Events Division it will be the goal of the Department to utilize many of these methods of communication in future promotions and advertising.

Part of ensuring equitable and effective communication is making available unhindered opportunities for the community to provide feedback on their thoughts, desires, and concerns relating to Department events, activities, programs, and facilities. In order to obtain the citizen's feedback comment boxes will be available at the department facilities, staff will be available to answer questions and receive comments from the public, and a community survey will be completed every year in order to determine current facility usage and how satisfied users are with the existing facilities, event attendance and satisfaction, citizen wants and needs with regard to future facilities, events, and services, and the overall character of existing and future park development.

The City of Woodstock Parks and Recreation Department is focused on providing the residents and other guests/visitors with the most beneficial leisure programs, events, facilities, and services in the most equitable and efficient manner as possible. By following these marketing practices we hope to at least retain current levels of attendance at our events and facilities, and if at all possible increase turnout without diminishing the quality of our offerings.